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# *Household Purchases of*



- BUTTER
- FLUID  
WHOLE  
MILK
- FLUID  
SKIM  
MILK

*by Regions and Retail Sales Outlets,*

*July - September 1956*

UNITED STATES DEPARTMENT OF AGRICULTURE  
Agricultural Marketing Service  
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## PREFACE

This is one in a series of quarterly reports on household purchases of butter, fluid whole milk, and fluid skim milk, by geographic regions and types of retail outlets. This series previously contained data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series, "Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk," which provides data for the United States only.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946.

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK  
AND FLUID SKIM MILK, BY REGIONS AND RETAIL  
OUTLETS, JULY-SEPTEMBER 1956

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for a 13-week period in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Householders in all regions bought more butter during July-September 1956 than in July-September 1955, even though in 1956 consumer prices for butter were generally about 2 cents per pound above those of the earlier year.

More butter was bought for household use through regional and local chains and through home delivery in July-September 1956 than in July-September 1955. Chain store prices for butter continued 2 to 4 cents per pound less than in independent grocery stores and through the house-to-house outlet.

During July-September 1956, household purchases were up over 5 percent for whole milk and almost 10 percent for skim milk items from July-September 1954. However, there was only a fractional change in the percentage each represented of the total fluid milk purchased for household use during the 2 periods. Fluid skim products made up over 5 percent of the total fluid milk purchases and fluid whole milk made up over 94 percent of total volume in both periods.

Mountain-Southwest householders indicated larger gains than those in other regions in their purchases per person in households for both fluid whole and skim milk between the July-September quarters of 1954 and 1956. Fluid milk purchases in regional and local chains were up sharply from 2 years earlier--36 percent for whole milk and 54 percent for skim products. Independent grocery stores were the only major outlet in which there was a substantial downturn in fluid milk purchases.

Average prices for fluid whole milk were higher in all regions during July-September 1956 than in July-September 1954. For fluid skim products, regional changes from 1954 to 1956 were mixed, with the United States average price down fractionally.

The continuing shift toward householders buying more milk in half-gallon and less in single quart containers was again indicated for most regions and retail sales outlets. More whole milk, but less skim milk, was being sold in gallon containers. However, purchases in the gallon container account for only a minor part of the total volume of fluid milk bought by householders.

## BUTTER

Householders bought an estimated total of 205 million pounds of butter during the 13-week period July-September 1956, about 10 million pounds, or over 5 percent, more than in July-September 1955 and almost 9 percent above the 3d quarter of 1954.

Butter purchases per person in households were greater in all regions during July-September 1956 than in July-September 1955. 1/ Increases ranged from about 1 percent in the Northeast region to over 10 percent in the Pacific Coast States. Householders in the two highest butter consuming areas, the Northeast and the North Central States, reported smaller gains from a year earlier in per capita purchases than was true for the Nation as a whole (tables 1 and 2).

Consumers in July-September 1956 bought substantially larger quantities of butter from regional and local chains and through the home delivery outlet than in the 3d quarter of 1955. Purchases through national chains, independent grocery stores, and other outlets were unchanged or down slightly. During July-September 1956 about 20 percent of household purchases of butter were made through national chains, 31 percent in regional and local chains, 33 percent in independent grocery stores, 5 percent house-to-house and 11 percent in "other" outlets 2/ (tables 3 and 4).

The United States average price for butter during July-September 1956 was 68.7 cents per pound, about 2 cents per pound above July-September 1955. Householders paid higher prices than a year earlier for butter in all regions and through all outlets (fig. 2). During July-September 1956, the average price for butter was lowest in the Pacific Coast States and in "other" outlets and it was highest in the Mountain-Southwest area.

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1/ The 5 regional areas are defined as follows: NORTHEAST--New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia. NORTH CENTRAL--Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas. SOUTH--Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia. MOUNTAIN and SOUTHWEST--Eight Mountain States and Texas and Oklahoma. PACIFIC--Washington, Oregon, and California. The approximate distribution of the population of the United States between the 5 areas is: 28 percent in the Northeast; 29.7 percent in the North Central; 22.4 percent in the South; 9.8 percent in the Mountain and Southwest; and 10.1 percent in the Pacific.

2/ Retail outlets are defined as follows: NATIONAL CHAINS--A & P, Kroger, and Safeway Stores. REGIONAL and LOCAL CHAINS--those chains having 4 or more stores (excluding those in the national chain category). INDEPENDENT GROCERIES--independently owned stores, groups of stores not falling in above categories, and voluntary associations in independently owned stores. HOUSE-TO-HOUSE--purchases from milkman or other wagon salesmen. OTHER--purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

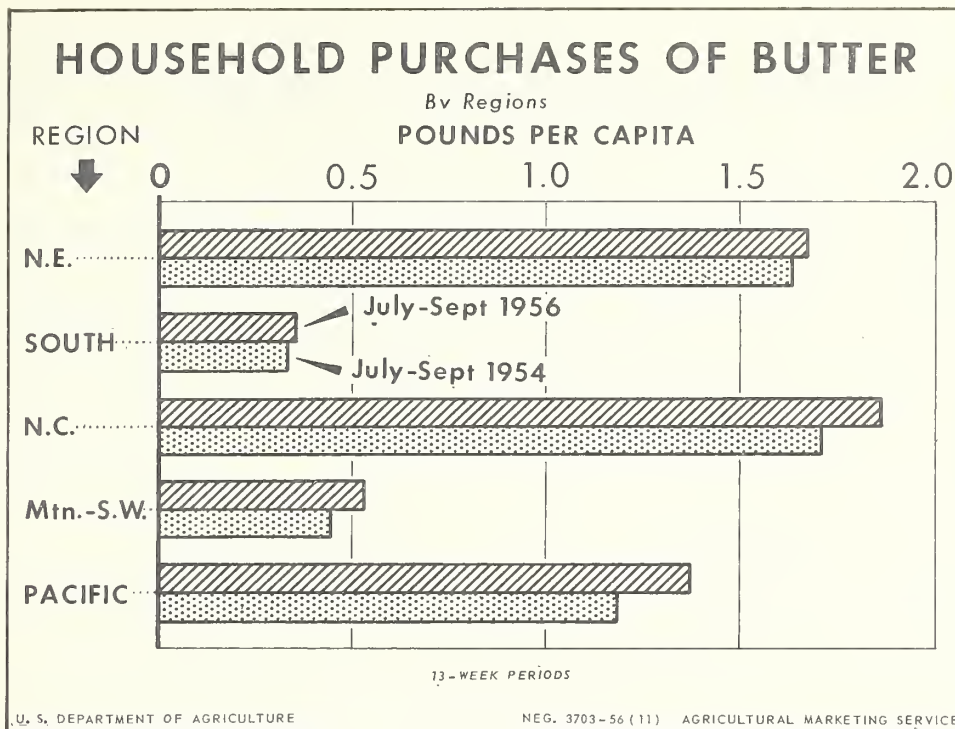


Figure 1

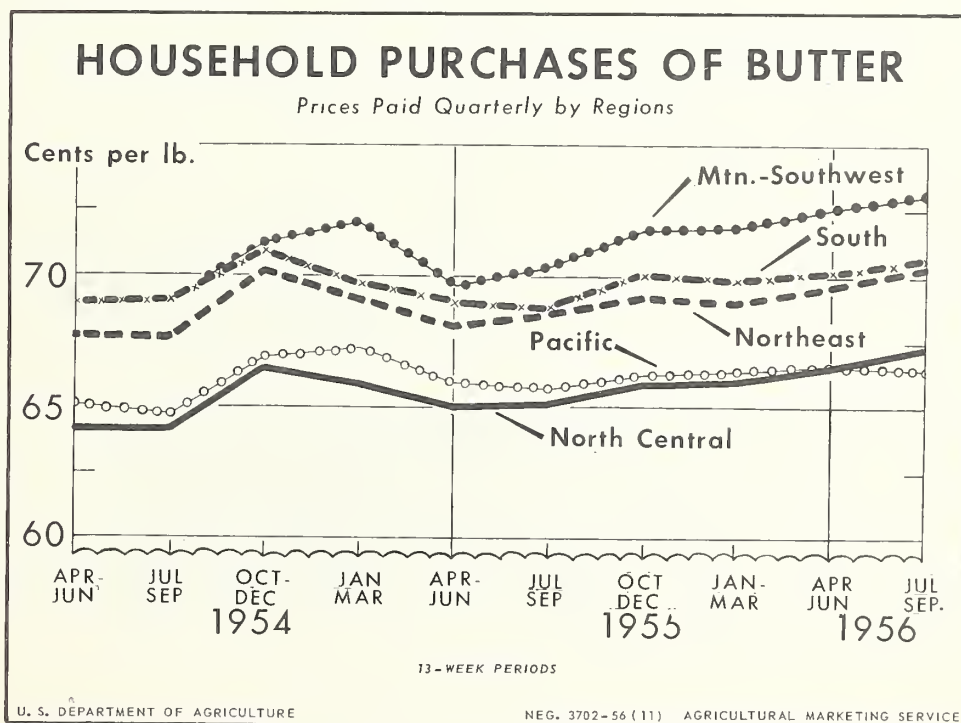


Figure 2

## FLUID MILK

United States householders purchased an estimated total of 3,765 million quarts of fluid milk during the 13-week period, July-September 1956, a gain of almost 6 percent over the same period of 1954. Percentagewise, purchases of fluid skim products increased more than purchases of fluid whole milk.

The total amount of fluid milk purchased by householders during July-September 1956 was higher in all regions and outlets than during July-September 1954, except through independent grocery stores. Over the same period there were large increases in the quantities of fluid milk purchased in gallon and half-gallon containers, 30 and 70 percent, respectively. On the other hand, the volume of fluid milk bought in single quart containers decreased about 14 percent. In July-September 1956, the amount of milk purchased for household use in multiple size containers was about 38 percent of the total compared with 25 percent in the corresponding period of 1954 (table 21).

Fluid whole milk: Householders in all regions purchased more fluid whole milk during July-September 1956 than in July-September 1954. The increase in the Mountain-Southwest--14 percent--was greatest (table 5).

The quantity of fluid whole milk purchased by regions in gallon and half-gallon containers continued to increase sharply during the 3d quarter of 1956 compared with the 3d quarter of 1954 (fig. 3). The amount of fluid whole milk purchased by householders during July-September 1956 in single quart containers was down in all regions from July-September 1954 (table 13).

More whole milk was bought in single quart containers in all regions in July-September 1954 except the Mountain-Southwest where the quantity purchased was divided about 50-50 between single quarts and large size containers. During July-September 1956, however, householders in the North Central and Mountain-Southwest area bought more fluid whole milk in multiple size containers than they did in quart containers.

Purchases of fluid whole milk through independent grocery stores during July-September 1956 declined more than 9 percent from July-September 1954. However, householders bought more fluid whole milk in the remaining outlets, ranging from an increase of 6 percent in the home delivery outlet to 36 percent in regional and local chain stores (table 7).

Consumer purchases of fluid whole milk in the half-gallon container increased sharply from 2 years earlier through all retail outlets. Purchases in gallon size containers increased substantially through regional and local chains and the house-to-house outlet but were either down somewhat or unchanged from July-September 1954 in national chains and independent grocery stores. Single quart purchases of fluid whole milk were up about 3 percent in regional and local chains, but down in all other outlets with a marked drop--35 percent--in the independent grocery stores.

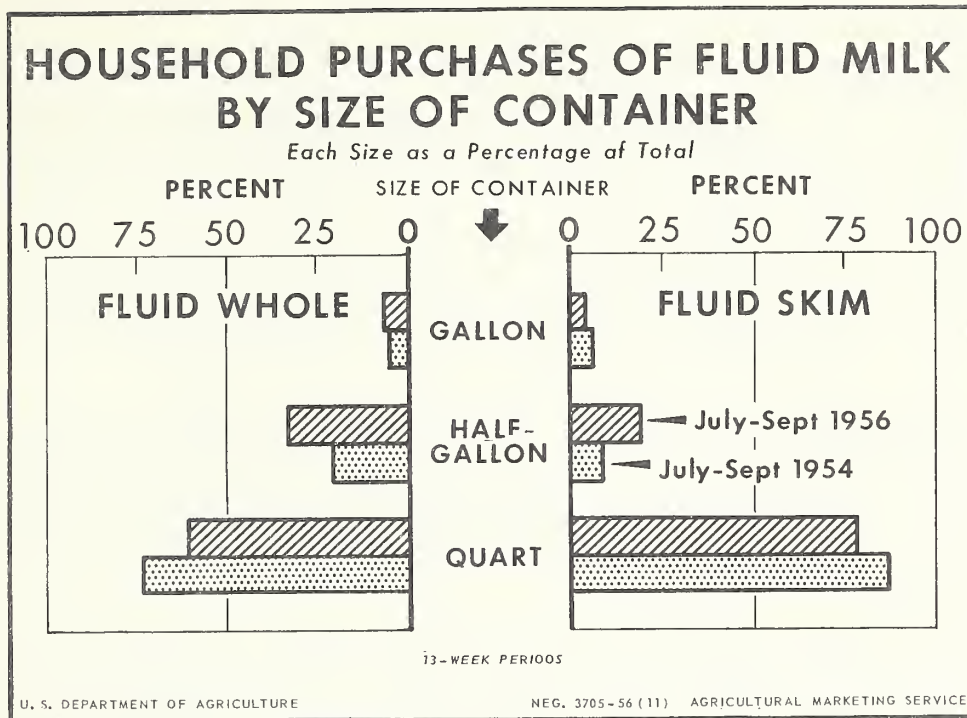


Figure 3

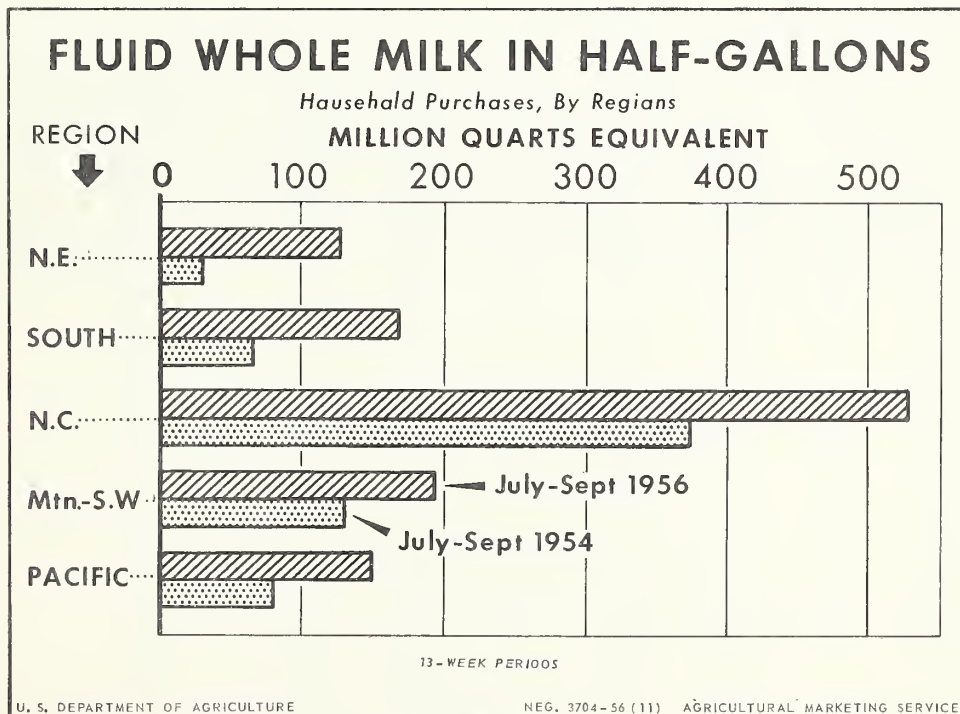


Figure 4

Householders paid more for fluid whole milk in all regions during July-September 1956 than in July-September 1954. Average prices for fluid whole milk purchased through retail outlets were generally higher than 2 years earlier except for "other" outlets which make up only about 7 percent of total purchases. Consumers reported a more moderate price increase from 2 years earlier in chain stores than in the home delivery or independent grocery outlets (table 8).

Compared with July-September 1954, consumers paid higher prices in July-September 1956 for fluid whole milk for all sizes of containers with the price for whole milk in multiple size containers increasing more than the price for milk in single quart containers.

Fluid Skim milk: Householders bought about 210 million quarts of fluid skim products in July-September 1956, about 10 percent above the amount purchased in July-September 1954. Purchases per person in households increased in all regions except the Northeast where they were down about 3 percent. The largest per capita gain in fluid skim purchases from 2 years earlier was in the Mountain-Southwest area.

Consumers bought about 20 percent of their fluid skim items in half-gallon containers in July-September 1956 compared with 12 percent in July-September 1954. The proportion of skim milk sold in single quart and gallon containers declined from July-September 1954 while purchases in half-gallons rose sharply in all regions except the Northeast which was unchanged (table 14).

Purchases of fluid skim products were higher in July-September 1956 than 2 years earlier for all size containers in regional and local chain stores and the home delivery outlet. Changes for the remaining sales outlets by size of container were mixed.

Consumers paid an average of 18.8 cents per quart for fluid skim milk in July-September 1956, just under the price of July-September 1954. Average prices were lower in the Northeast, Mountain-Southwest, and Pacific but higher in the North Central and Southern States. By retail outlets, consumers paid less in July-September 1956 than in July-September 1954 in national chain and independent grocery stores but more in the 3 remaining outlets (table 12).

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita U. S. and regions, 13-week periods

Quarter	Total quantity purchased								
	United States			Northeast			North Central		
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	204.4	202.1	185.4	76.2	75.8	71.4	84.2	84.7	75.6
July-Sept.....	205.0	194.8	187.4	74.2	72.1	71.1	85.7	82.1	77.5
Oct.-Dec.....		223.2	214.0		83.3	79.6		92.5	90.1
Jan.-Mar.....		218.7	209.3		83.7	78.8		89.4	87.5
Total		838.8	796.1		314.9	300.9		348.7	330.7
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	68.2	66.8	66.1	69.7	68.2	67.7	66.5	65.0	64.1
July-Sept.....	68.7	66.9	66.1	70.3	68.6	67.7	67.2	65.1	64.1
Oct.-Dec.....		67.8	68.4		69.2	70.1		66.0	66.5
Jan.-Mar.....		67.8	67.8		69.1	69.1		66.1	65.9
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.10	1.09	1.09	1.02	1.00	1.00	1.27	1.28	1.25
July-Sept.....	1.10	1.09	1.09	1.01	1.00	1.00	1.26	1.26	1.25
Oct.-Dec.....		1.11	1.10		1.02	1.00		1.29	1.28
Jan.-Mar.....		1.10	1.09		1.02	1.00		1.26	1.27
Quarter	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1,260	1,251	1,174	1,729	1,720	1,669	1,824	1,829	1,679
July-Sept.....	1,269	1,216	1,178	1,681	1,659	1,635	1,864	1,796	1,715
Oct.-Dec.....		1,385	1,335		1,882	1,819		2,010	1,961
Jan.-Mar.....		1,356	1,305		1,903	1,810		1,946	1,918

Table 2.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

Quarter	Total quantity purchased								
	South			Mountain-Southwest			Pacific		
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	14.0	13.1	12.6	8.4	8.8	7.5	21.6	19.7	18.3
July-Sept.....	13.7	12.6	12.5	8.5	8.4	7.5	22.9	19.6	18.8
Oct.-Dec.....		15.7	14.8		9.3	9.0		22.4	20.5
Jan.-Mar.....		14.6	14.2		9.0	9.0		22.0	19.8
Total		56.0	54.1		35.5	33.0		83.7	77.4
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	70.2	69.2	69.1	72.6	69.8	69.1	66.5	66.0	65.1
July-Sept.....	70.6	68.7	69.2	72.9	70.3	69.2	66.5	65.8	64.7
Oct.-Dec.....		70.1	70.9		71.8	71.3		66.2	66.9
Jan.-Mar.....		69.9	69.8		71.9	72.0		66.3	67.3
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	.89	0.87	0.84	1.04	1.02	1.07	1.04	1.02	1.05
July-Sept.....	.87	.87	.85	1.06	1.03	1.05	1.05	1.04	1.04
Oct.-Dec.....		.91	.87		1.04	1.04		1.05	1.02
Jan.-Mar.....		.90	.87		1.03	1.02		1.04	1.03
Quarter	Purchases per 1,000 capita								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	358	338	333	499	538	461	1,347	1,235	1,150
July-Sept.....	354	325	332	526	507	445	1,373	1,242	1,189
Oct.-Dec.....		407	389		571	538		1,411	1,299
Jan.-Mar.....		379	365		533	549		1,380	1,243

Table 3.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Quarter	Total quantity purchased								
	National chains			Regional and local chains			Independent grocers		
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	41.2	41.0	37.1	62.2	58.1	52.2	68.4	70.7	67.6
July-Sept.....	40.4	40.3	36.5	63.5	55.0	53.9	68.9	69.4	66.8
Oct.-Dec.....		44.7	41.2		66.9	61.1		77.8	76.5
Jan.-Mar.....		44.4	41.9		65.3	59.9		75.2	74.4
Total		170.4	156.7		245.3	227.1		293.1	285.3
Quarter	Average price paid per pound								
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	67.5	65.6	65.0	67.9	66.2	65.4	69.3	68.1	67.3
July-Sept.....	68.0	66.1	65.1	68.4	66.5	65.4	69.8	68.2	67.1
Oct.-Dec.....		66.8	68.0		67.3	68.1		69.0	69.3
Jan.-Mar.....		66.9	66.8		67.2	67.3		69.1	68.9
Quarter	Average size of purchase								
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.03	1.01	1.02	1.02	1.02	1.04	1.05	1.06	1.06
July-Sept.....	1.02	1.01	1.01	1.02	1.00	1.03	1.06	1.05	1.05
Oct.-Dec.....		1.03	0.99		1.04	1.05		1.07	1.06
Jan.-Mar.....		1.03	1.00		1.03	1.03		1.06	1.07

Table 4.--Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Quarter	Total quantity purchased					
	House-to-house			Other outlets		
	1956-57	1955-56	1954-55	1956-57	1955-56	1954-55
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
Apr.-June.....	9.5	9.7	9.8	23.1	22.6	18.9
July-Sept.....	10.0	7.8	10.5	22.2	22.3	19.7
Oct.-Dec.....		9.5	12.5		24.3	22.7
Jan.-Mar.....		9.5	12.4		24.3	20.7
Total		36.5	45.2		93.5	82.0
Quarter	Average price paid per pound					
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	72.3	71.1	70.7	65.4	64.3	63.7
July-Sept.....	72.3	69.9	70.4	65.6	64.3	63.7
Oct.-Dec.....		71.6	71.9		65.1	64.9
Jan.-Mar.....		71.8	71.8		65.0	64.9
Quarter	Average size of purchase					
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Apr.-June.....	1.11	1.11	1.07	1.72	1.68	1.59
July-Sept.....	1.14	1.12	1.09	1.74	1.64	1.62
Oct.-Dec.....		1.13	1.12		1.69	1.66
Jan.-Mar.....		1.11	1.13		1.69	1.66

Table 5 .--Fluid whole milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	3,516	3,400	1,251	1,225	1,140	1,091
July-Sept.....	3,555	3,370	1,221	1,188	1,149	1,080
Oct.-Dec.....		3,621		1,292		1,173
Jan.-Mar.....		3,639		1,280		1,185
Total		14,030		4,985		4,529
	South		Mountain-Southwest		Pacific	
Apr.-June.....	417	398	309	290	399	396
July-Sept.....	444	413	321	292	420	397
Oct.-Dec.....		431		318		407
Jan.-Mar.....		441		324		409
Total		1,683		1,224		1,609

Table 6.--Fluid whole milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.3	21.7	23.5	23.2	20.6	19.5
July-Sept.....	22.7	22.0	24.1	23.8	20.8	19.7
Oct.-Dec.....		22.4		24.3		20.0
Jan.-Mar.....		22.2		24.2		19.8
	South		Mountain-Southwest		Pacific	
Apr.-June.....	24.1	23.6	22.8	22.2	20.9	21.0
July-Sept.....	24.4	23.5	23.4	22.4	21.1	20.9
Oct.-Dec.....		23.9		22.7		20.8
Jan.-Mar.....		23.9		22.8		20.7

Table 7.--Fluid whole milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	226	207	368	296	906	1,016
July-Sept.....	231	193	385	283	928	1,025
Oct.-Dec.....		211		314		1,057
Jan.-Mar.....		237		320		1,052
Total		848		1,213		4,150
	House-to-house			All other outlets		
Apr.-June.....	1,774	1,691		242	190	
July-Sept.....	1,753	1,660		258	209	
Oct.-Dec.....		1,816			223	
Jan.-Mar.....		1,811			219	
Total		6,978			841	

Table 8.--Fluid whole milk: Prices paid by householders per quart equivalent by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	21.4	21.0	21.5	21.0	22.1	21.4
July-Sept.....	21.8	21.4	22.1	21.3	22.4	21.8
Oct.-Dec.....		22.0		21.8		22.1
Jan.-Mar.....		21.8		21.7		21.9
	House-to-house			All other outlets		
Apr.-June.....	23.1	22.5		18.7	18.7	
July-Sept.....	23.6	22.7		18.9	18.9	
Oct.-Dec.....		23.0			19.0	
Jan.-Mar.....		22.9			19.0	

Table 9.--Fluid skim milk: Household purchases, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	219	179	41	38	67	48
July-Sept.....	210	191	42	42	61	54
Oct.-Dec.....		180		37		50
Jan.-Mar.....		190		35		55
Total		740		152		207
	South		Mountain-Southwest		Pacific	
Apr.-June.....	49	39	23	19	39	35
July-Sept.....	46	42	22	20	39	33
Oct.-Dec.....		44		19		30
Jan.-Mar.....		43		23		34
Total		168		81		132

Table 10.--Fluid skim milk: Prices paid by householders per quart equivalent, by U. S. and regions, 13-week periods

Quarter	United States		Northeast		North Central	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.5	18.5	19.6	20.1	19.4	18.5
July-Sept.....	18.8	18.9	20.3	20.8	19.6	18.6
Oct.-Dec.....		18.9		20.8		19.0
Jan.-Mar.....		18.6		20.7		18.7
	South		Mountain-Southwest		Pacific	
Apr.-June.....	18.8	18.7	19.2	18.7	15.0	16.4
July-Sept.....	19.2	18.2	19.3	19.4	15.1	17.3
Oct.-Dec.....		18.5		20.3		16.2
Jan.-Mar.....		18.4		20.0		15.6

Table 11.--Fluid skim milk: Household purchases, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	17	13	32	19	54	56
July-Sept.....	18	14	32	21	49	59
Oct.-Dec.....		15		18		56
Jan.-Mar.....		16		20		60
Total	58		78		231	
	House-to-house				All other outlets	
Apr.-June.....	101	81			14	10
July-Sept.....	100	84			10	13
Oct.-Dec.....		78				13
Jan.-Mar.....		78				16
Total	321				52	

Table 12.--Fluid skim milk: Prices paid by householders per quart equivalent, by type of retail outlet, 13-week periods

Quarter	National chains		Regional and local chains		Independent grocers	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	17.7	18.0	17.1	17.4	18.8	18.7
July-Sept.....	18.1	18.6	17.8	17.4	18.9	19.5
Oct.-Dec.....		18.7		18.2		19.1
Jan.-Mar.....		17.7		17.7		19.0
	House-to-house				All other outlets	
Apr.-June.....	19.4	19.2		14.8	15.0	
July-Sept.....	19.6	19.4		14.7	14.5	
Oct.-Dec.....		19.5			15.6	
Jan.-Mar.....		19.3			15.6	

Table 13.--Fluid whole milk: Household purchases, by regions, by size of container, 13-week periods

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	16.8	8.5	165.0	147.9	17.3	10.4	22.5	18.3	12.4	8.8
July-Sept.....	19.9	6.5	170.7	139.8	19.1	10.2	19.6	17.1	11.7	9.4
Oct.-Dec.....		9.2		160.4		10.4		20.7		9.4
Jan.-Mar.....		9.5		178.5		15.3		21.7		8.3
Total		33.7		626.6		46.3		77.8		35.9
	Half-gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	109.4	28.7	503.4	367.3	146.2	53.3	183.3	126.5	121.3	84.7
July-Sept.....	127.4	29.8	527.3	374.4	168.8	65.8	194.2	131.4	150.3	81.0
Oct.-Dec.....		32.2		423.0		85.4		144.7		93.4
Jan.-Mar.....		40.1		444.2		89.2		155.8		104.8
Total		130.8		1,608.9		293.7		558.4		363.9
	Quart size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	1,122.7	1,187.5	471.5	574.9	252.8	334.3	102.7	145.1	265.6	302.6
July-Sept.....	1,071.8	1,151.6	450.8	565.2	256.0	336.4	106.9	143.3	258.2	306.4
Oct.-Dec.....		1,250.3		589.2		334.0		152.3		303.3
Jan.-Mar.....		1,230.7		561.7		334.1		146.5		295.1
Total		4,820.1		2,291.0		1,338.8		587.2		1,207.4

Table 14.--Fluid skim milk: Household purchases, by regions, by size of container, 13-week periods

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	0.9	0.8	2.7	2.2	3.1	1.9	1.3	1.9	0.1	0.3
July-Sept.....	1.1	.9	2.8	3.1	2.1	3.3	.4	1.4	1/	--
Oct.-Dec.....		.3		2.1		2.2		1.1		.2
Jan.-Mar.....		1.1		1.8		1.9		1.5		--
Total		3.1		9.2		9.3		5.9		.5
	Half-gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	0.7	1.0	12.0	3.4	11.1	3.1	9.1	3.2	8.0	3.5
July-Sept.....	1.1	1.1	10.9	3.6	11.7	4.5	10.4	3.9	7.3	3.3
Oct.-Dec.....		.4		1.9		4.9		4.7		3.1
Jan.-Mar.....		.2		3.2		5.9		7.2		5.2
Total		2.7		12.1		18.4		19.0		15.1
	Quart size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	39.1	36.0	51.6	42.5	35.0	33.1	12.3	14.2	31.2	31.4
July-Sept.....	39.4	40.0	47.2	47.6	32.0	33.8	11.3	14.3	31.4	29.7
Oct.-Dec.....		35.8		45.6		36.6		13.5		26.9
Jan.-Mar.....		32.9		49.9		35.4		14.1		28.8
Total		144.7		185.6		138.9		56.1		116.8

1/ Less than .1.

Table 15.--Fluid whole milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	8.1	12.7	23.8	19.8	62.9	79.2	87.9	49.3	51.3	32.9
July-Sept.....	9.4	9.3	25.0	16.6	69.2	74.9	82.8	49.4	54.6	32.8
Oct.-Dec.....		10.7		18.3		80.8		60.4		39.9
Jan.-Mar.....		13.1		19.8		89.3		75.1		36.0
Total		45.8		74.5		324.2		234.2		141.6
Quarter	Half-gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	123.9	75.1	163.9	87.8	365.4	244.5	328.4	207.9	82.0	45.2
July-Sept.....	134.0	75.4	179.0	91.3	409.4	253.7	354.5	206.9	91.1	55.1
Oct.-Dec.....		81.2		101.4		293.8		235.0		67.3
Jan.-Mar.....		92.3		106.3		321.8		246.5		67.2
Total		324.0		386.8		1,113.8		896.3		234.8
Quarter	Quart size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	93.8	119.2	180.3	188.1	477.2	691.3	1,357.8	1,433.8	106.2	112.0
July-Sept.....	87.8	108.7	181.1	175.4	449.0	695.2	1,315.4	1,403.2	110.4	120.4
Oct.-Dec.....		119.3		193.8		681.8		1,519.3		114.9
Jan.-Mar.....		131.4		193.5		640.9		1,489.0		113.3
Total		478.6		750.8		2,709.2		5,845.3		460.6

Table 16.--Fluid skim milk: Household purchases, by retail outlets, by size of container, 13-week periods

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	0.3	1/	0.8	0.2	1.8	2.6	2.5	1.7	2.7	2.6
July-Sept.....	0.1	0.2	0.4	.3	2.0	2.7	2.5	2.0	1.4	3.5
Oct.-Dec.....		.6		.2		1.6		1.1		2.4
Jan.-Mar.....		.2		.2		1.1		1.0		3.8
Total		1.0		.9		8.0		5.8		12.3
Quarter	Half-gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	5.3	2.5	10.4	3.5	12.0	3.8	9.9	3.2	3.3	1.2
July-Sept.....	6.1	2.3	10.6	3.0	10.5	5.3	11.5	4.0	2.7	1.8
Oct.-Dec.....		2.3		2.7		5.6		2.6		1.8
Jan.-Mar.....		4.0		4.2		7.9		3.3		2.3
Total		11.1		13.4		22.6		13.1		7.1
Quarter	Quart size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	11.7	10.8	20.8	15.5	40.2	48.9	88.7	76.3	7.8	5.7
July-Sept.....	12.0	11.4	21.1	17.5	36.4	50.8	85.7	77.8	6.3	7.9
Oct.-Dec.....		12.1		14.7		48.4		74.8		8.4
Jan.-Mar.....		12.1		15.5		50.6		73.1		9.8
Total		46.4		63.2		198.7		302.0		31.8

1/ Less than .1.

Table 17.--Fluid whole milk: Prices paid by householders, by regions, by size of container, 13-week periods  
( per quart equivalent)

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	15.4	14.1	18.8	17.2	17.6	15.8	18.5	18.4	16.8	15.4
July-Sept.....	16.8	14.9	18.7	17.3	17.2	14.7	19.3	18.7	17.9	15.2
Oct.-Dec.....		15.1		17.9		19.9		18.6		15.0
Jan.-Mar.....		14.1		17.9		18.2		18.7		16.3
Quarter	Half-gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	21.5	20.8	20.1	18.9	22.9	21.3	23.2	21.9	20.1	20.0
July-Sept.....	22.0	21.4	20.4	19.1	23.4	21.1	23.6	22.2	20.3	20.0
Oct.-Dec.....		22.2		19.6		21.6		22.8		19.9
Jan.-Mar.....		22.0		19.3		21.8		22.9		19.9
Quarter	Quart size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	23.9	23.3	21.8	20.5	25.2	24.2	23.1	22.9	21.5	21.4
July-Sept.....	24.5	23.9	22.1	20.8	25.6	24.2	23.8	23.0	21.7	21.3
Oct.-Dec.....		24.5		20.9		24.6		23.2		21.3
Jan.-Mar.....		24.3		20.8		24.7		23.2		21.1

Table 18.--Fluid skim milk: Prices paid by householders, by regions, by size of container, 13-week periods  
(per quart equivalent)

Quarter	Gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	1/	1/	10.5	10.5	11.9	9.8	10.6	11.5	1/	1/
July-Sept.....	1/	1/	10.3	8.4	11.2	9.0	12.9	10.0	1/	1/
Oct.-Dec.....		1/		12.0		10.9		9.7		1/
Jan.-Mar.....		1/		11.6		10.9		10.6		1/
Quarter	Half-gallon size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	12.3	17.0	18.5	16.7	16.8	15.4	18.7	18.6	11.0	11.8
July-Sept.....	10.0	14.3	18.8	16.8	16.9	15.7	18.0	19.5	11.6	12.3
Oct.-Dec.....		16.4		16.4		15.7		20.5		12.6
Jan.-Mar.....		20.4		16.6		15.3		20.2		11.4
Quarter	Quart size									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	19.9	20.3	20.0	19.1	19.9	19.4	20.6	19.7	16.0	17.0
July-Sept.....	20.8	21.1	20.3	19.4	20.5	19.4	20.7	20.3	15.9	17.8
Oct.-Dec.....		20.8		19.4		19.4		21.1		16.7
Jan.-Mar.....		20.8		19.1		19.3		20.9		16.3

1/ Too few purchases for analysis.

Table 19.--Fluid whole milk: Prices paid by householders, by retail outlets, by size of container, 13-week period  
(per quart equivalent)

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	16.5	17.1	16.8	16.7	18.1	16.7	20.2	19.2	16.2	14.7
July-Sept.....	17.7	17.8	17.4	16.8	18.5	16.7	20.1	19.0	16.5	15.0
Oct.-Dec.....		18.0		17.7		17.4		20.0		15.4
Jan.-Mar.....		17.9		17.7		17.4		19.3		15.8
Quarter	Half-gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	20.9	19.7	20.9	19.6	21.5	20.0	21.9	20.6	18.0	17.7
July-Sept.....	21.2	19.9	21.5	19.9	21.8	20.3	22.4	20.7	17.8	17.7
Oct.-Dec.....		20.6		20.5		20.8		21.1		18.1
Jan.-Mar.....		20.3		20.3		20.6		21.0		17.9
Quarter	Quart size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	22.5	22.2	22.7	22.1	23.2	22.4	23.6	22.9	20.5	20.3
July-Sept.....	23.3	22.8	23.3	22.5	23.6	22.9	24.1	23.1	20.9	20.5
Oct.-Dec.....		23.4		22.9		23.3		23.4		20.7
Jan.-Mar.....		23.1		22.8		23.2		23.4		20.6

Table 20.--Fluid skim milk: Prices paid by householders, by retail outlets, by size of container, 13-week periods  
(per quart equivalent)

Quarter	Gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	1/	1/	1/	1/	7.3	11.0	14.7	11.9	9.9	10.0
July-Sept.....	1/	1/	1/	1/	8.1	9.1	14.4	11.2	9.1	8.0
Oct.-Dec.....		1/		1/		9.6		12.3		10.5
Jan.-Mar.....		1/		1/		9.7		11.9		12.0
Quarter	Half-gallon size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	14.9	15.4	14.7	14.5	18.5	16.9	17.2	16.6	15.3	13.3
July-Sept.....	15.0	15.0	16.3	13.7	18.4	17.7	16.6	17.0	13.5	14.5
Oct.-Dec.....		15.2		15.3		17.7		19.3		13.6
Jan.-Mar.....		13.1		15.1		17.7		19.3		14.2
Quarter	Quart size									
	National chains		Regional and local chains		Independent groceries		House-to-house		All other outlets	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
Apr.-June.....	18.9	18.6	18.4	18.1	19.3	19.1	19.8	19.4	15.9	17.5
July-Sept.....	19.6	19.3	18.6	18.1	19.6	20.3	20.2	19.8	16.2	17.4
Oct.-Dec.....		19.4		18.9		19.6		19.6		17.4
Jan.-Mar.....		19.2		18.5		19.4		19.4		17.0

1/ Too few purchases for analysis.

Table 21.--Fluid milk: Household purchases by size of container for the U. S., 13-week periods

Quarter	Gallon size					
	Fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
Apr.-June.....	242.1	201.0	234.0	193.9	8.1	7.1
July-Sept.....	247.4	191.7	241.0	183.0	6.4	8.7
Oct.-Dec.....		216.0		210.1		5.9
Jan.-Mar.....		239.6		233.3		6.3
Total		848.3		820.3		28.0
	Half-gallon size					
Apr.-June.....	1,104.5	674.7	1,063.6	660.5	40.9	14.2
July-Sept.....	1,209.4	698.8	1,168.0	682.4	41.4	16.4
Oct.-Dec.....		793.7		778.7		15.0
Jan.-Mar.....		855.8		834.1		21.7
Total		3,023.0		2,955.7		67.3
	Quart size					
Apr.-June.....	2,384.5	2,701.6	2,215.3	2,544.4	169.2	157.2
July-Sept.....	2,305.2	2,668.3	2,143.7	2,502.9	161.5	165.4
Oct.-Dec.....		2,787.5		2,629.1		158.4
Jan.-Mar.....		2,729.2		2,568.1		161.1
Total		10,886.6		10,244.5		642.1

Table 22: Fluid milk: Household purchases per capita in quart equivalents, by regions, 13-week periods

Quarter	Total fluid milk									
	Northeast		North Central		South		Mountain-Southwest		Pacific	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	29.31	29.53	26.16	25.28	11.88	11.51	19.73	18.97	27.37	27.11
July-Sept.....	28.60	28.28	26.31	25.10	12.72	12.02	21.13	18.53	27.54	27.26
Oct.-Dec.....		30.36		26.63		12.48		20.13		27.69
Jan.-Mar.....		30.23		27.18		12.41		21.22		27.83
	Fluid whole milk									
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	28.39	28.65	24.72	24.21	10.62	10.50	18.38	17.79	24.92	24.90
July-Sept.....	27.66	27.31	24.98	23.89	11.52	10.91	19.77	17.36	25.21	25.17
Oct.-Dec.....		29.52		25.55		11.33		18.98		25.77
Jan.-Mar.....		29.44		25.98		11.30		19.83		25.69
	Fluid skim milk									
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Apr.-June.....	.92	.88	1.44	1.07	1.26	1.01	1.35	1.18	2.45	2.21
July-Sept.....	.94	.97	1.33	1.21	1.20	1.11	1.36	1.17	2.33	2.09
Oct.-Dec.....		.84		1.08		1.15		1.15		1.92
Jan.-Mar.....		.79		1.20		1.11		1.39		2.14



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